

Request Name: Hale Center Foundation for the Arts and Education

Description: The Hale Center Foundation for the Arts & Education will update an archaic ticketing system implemented shortly after the Hale Center Theater Orem was opened. A new data system will help the Theater and Hale Academy for the Performing Arts better communicate with patrons, students, actors, directors, designers, staff to increase ticket sales, participate in arts education, and deepen relationships with the community to help build a new Theater at University Place.

Agency: Heritage and Arts

Purpose: The Hale Center Foundation for the Arts & Foundation serves the people of Utah providing quality semi-professional theatrical productions and arts education to students and patrons from all over the State. The Theater is a community asset and economic engine with an estimated economic benefit of \$15 million, and a mission focused on affordability and access - joy and vitality.

Funding for: \$150,000. – 2020 (One Time)

Private Not-for-Profit



HALE CENTER THEATER OREM

Hale Center Foundation for the Arts and Education

Business, Economic Development, and Labor (BEDL) Subcommittee Request for Appropriation (RFA) 2019 General Session

Supporting Documentation

Itemized Budget

Hale Center Foundation for the Arts and Education		Project Budget
Information System		(18 month Project)
INCOME		
Theater		
Donations & Reserves		\$ 200,000
Public Support		
State		\$ 150,000
TOTAL INCOME		\$ 350,000
EXPENSES		
Personnel Expenses (Salaries)		
Technical Salaries		\$ 56,000
Hardware		
Programming and Installation		\$ 150,025
Hardware (Computers, Ticket Printers, Mobile Scanners)		\$ 31,000
Software Licensing		\$ 112,518
TOTAL EXPENSES		\$ 349,543

Deliverables and/or Performance Measures

Implementing a new Information System to unify ticketing, financial management, and donations will greatly improve our organizations ability to break down existing silos and drive more revenue in preparation to transition into a new Theater facility.

GOAL: Build more meaningful and lasting relationships with our patrons, students, and staff.

MEASURES: monitor the link between attendance, season tickets, and philanthropic giving and leverage these connections to effectively increase attendance, retention, patron loyalty, revenue (sales and donations), marketing and publicity, capacity as economic engine, career opportunities in the cultural arts, customer satisfaction, and create other business efficiencies.

DELIVERABLES: the scope of work will be delivered over an 18-month implementation schedule and includes planning and discovery, knowledge transfer and business integration, system configuration, data conversion, quality assurance and testing, end user training, and ongoing support.

Does this organization receive other State financing? No

As a private non-profit 501(c)(3) organization, the Hale Center Foundation for the Arts & Education does not receive ongoing financing from the State of Utah.

Other Supporting Documentation (Attached)

- A. Wall Street Journal (WSJ) Article – includes Hale Center Theater Orem and its Economic Impact
- B. Deseret News (DN) Article – announcing new Theater to be built at University Place

THE WALL STREET JOURNAL.

Utah's Economy is Booming

The secret behind the state's economic growth: An expanding workforce

Jan. 18, 2019 5:45 a.m. ET

WSJ



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Young actresses rush from door to door during a production of 'Annie' at Hale Center Theater in Orem. BENJAMIN ZACK FOR THE WALL STREET JOURNAL

WSJ



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HIDE CAPTION

Actors pack into the small green room at Hale Center Theater before a performance. The community theater has been adding shows for every production to try and keep up with growing demand. Its owners are currently looking for a new, larger venue. BENJAMIN ZACK FOR THE WALL STREET JOURNAL

WWW.HALETHEATER.ORG

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Deseret News **Entertainment**

Hale Center Theater Orem moves forward with plans for new home at University Place

By Whitney Butters Wilde  @whitneybutters

Published: December 13, 2018 11:34 am

Updated: Dec. 13, 2018 1:46 p.m.

    Comments

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Pete Widtfeldt, Hale Center Theater Orem

Hale Center Theater Orem's current theater is located at 225 W. 400 North, Orem, and was converted from a veterans hall.



HALE CENTER THEATER
CONCEPT 2

 HARRIS ARCHITECTURE

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